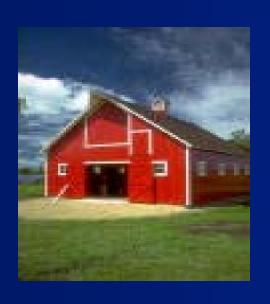
Air Resources Board Outreach to the Agricultural Community



Air Resources Board Agricultural Advisory Committee September 8, 2004

Catherine Witherspoon, Executive Officer



Background

- June 2004 Agricultural Advisory
 Committee meeting, ARB committed
 to improve communication about
 ARB and districts' regulatory
 activities impacting agriculture.
- Today, we'll brief you on our Plan
- We want your feedback

APPROACH

- Examined ARB Rule Development Procedures
- Evaluated Internal Communication
- Evaluated how best to track districts' rulemaking activities
- Examined how ARB staff identify businesses impacted by proposed regulations

Outreach Plan

- ARB Staff has been directed to make outreach to agriculture a top priority
- Track ARB and district regulatory activities affecting agriculture
- Communicate regulatory activities to agricultural community
- Identify multimedia environmental impacts and inform agricultural community

Air Resources Board Management/Staff Activities

- ARB has set up regular executive level meetings to coordinate activities
- We've established a staff and management Work Group that meets regularly to communicate on projects
- * We've instituted a process to screen activities for sensitivity to agricultural impacts

District Regulatory Activities

- ARB staff have been assigned to routinely call districts to identify and monitor agricultural related rule development activities, particularly prior to public meetings
- ARB staff monitor District websites for workshop and hearing notices

Basic Communication with the Agricultural Community

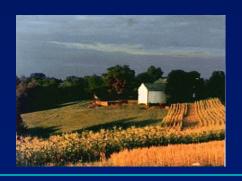
- Needs to be tailored to individual's preferences (in writing, in person, by phone, by FAX, e-mail, list-serve, website)
- We have a sign-up sheet today to register your communication preferences
- Must be timely and consistent
- Impacted businesses need to know who to call

ARB's New Agricultural Activities Website

http://www.arb.ca.gov/agact/agact.htm

- What's New
- * Workshops
- * ARB regulations
- District regulations
- Confined Animal Feeding
- Environmental Multimedia issues
- State Implementation Plan

Summary



- *We recognize there have been communication problems
- Our goal is more effective communication
- *Please give us feedback as we go forward
- *Will review and update process as needed